

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 - 14. (Cancelled)

15. (Currently Amended) An agricultural film, comprising a multi-layer interference pigment comprising a transparent carrier material coated with a first layer of a high refractive index material, and thereon alternating layers of low refractive index material then high refractive index material, the difference in refractive indices being at least 0.1, wherein the ~~respective oxide~~ layers of high refractive index material consist of a non-absorbing colorless oxide or ~~mixture~~ mixture thereof, the pigment having high transmissibility in the visible region of light, and high reflectivity in the near infrared region.

16. (Currently Amended) An agricultural film according to claim 15, wherein the multilayer interference pigment is prepared by alternate coating of the transparent carrier material with a metal oxide of high refractive index and with a metal oxide of low refractive index in a wet process by hydrolysis of corresponding water-soluble metal compounds, separation, drying and optional calcination of resulting pigment, wherein the oxide of high refractive index consists of a non-absorbing colorless oxide or mixture of such oxides, and wherein the low refractive index material is colorless.

17. (Currently Amended) An agricultural film according to claim 15, wherein in the pigment the transparent carrier material is mica, a ~~different~~ phyllosilicate, glass flakes, PbCO_3 x Pb(OH)_2 , BiOCl or platelet shaped SiO_2 .

18. (Currently Amended) An agricultural film according to claim 15, wherein in the pigment the ~~oxide~~ material of the ~~respective~~ high refractive index layers is TiO_2 , ZrO_2 , ZnO or a mixture of these oxides.

19. (Currently Amended) An agricultural film according to claim 15, wherein in the pigment the layer of ~~metal oxide~~ of low refractive index material is SiO_2 , Al_2O_3 , AlOOH , B_2O_3 or a mixture thereof, and the layer optionally further comprises alkali metal oxides or alkaline earth metal oxides.

20. (Currently Amended) A process for the preparation of an agricultural film according to claim 15, wherein the pigment is prepared by a process comprising suspending the transparent carrier material in water and coating alternately with a colorless metal oxide hydrate of high refractive index and with a colorless metal oxide hydrate of low refractive index by addition and hydrolysis of the corresponding water-soluble metal compounds, the pH ~~necessary~~ for the precipitation of the ~~respective~~ metal oxide hydrate hydrates being established and held constant by ~~simultaneous~~ addition of acid or base, and suspending coated carrier material off from aqueous suspension, drying and optionally calcining, wherein the resultant oxide of high refractive index consists of a non-absorbing colorless oxide or mixture of such oxides.

21. (Currently Amended) A process according to claim 20, wherein the transparent carrier material employed is mica, a ~~different~~ phyllosilicate, $\text{PbCO}_3 \times \text{Pb}(\text{OH})_2$, BiOCl or platelet shaped SiO_2 .

22. (Previously Presented) A process according to claim 20, wherein the metal oxide of high refractive index is TiO_2 , ZrO_2 , or ZnO .

23. (Previously Presented) A process according to claim 20, wherein the metal oxide of low refractive index is SiO_2 , Al_2O_3 , AlOOH , B_2O_3 or a mixture thereof, and optionally further comprising alkali metal oxides or alkaline earth metal oxides.

24. (Currently Amended) A process for the preparation of an agricultural film according to claim 15, wherein the pigment is prepared by a process comprising applying the metal oxides of both the high refractive and low refractive materials in a fluidized-bed reactor

by gas phase coating CVD.

25. (Previously Presented) An agricultural film according to claim 15, wherein in the pigment the transparent carrier material is mica and the mica is coated with a first layer of TiO_2 , a second layer of SiO_2 , and a third layer of TiO_2 .

26. (Previously Presented) An agricultural film according to claim 15, wherein in the pigment the transparent carrier material is silica and the silica is coated with a first layer of TiO_2 , a second layer of SiO_2 , and a third layer of TiO_2 .

27. (Previously Presented) An agricultural film according to claim 15, wherein in the pigment the carrier material is coated on each side.

28. (Currently Amended) An agricultural film comprising a multi-layer interference pigment comprising a transparent carrier material coated with a first layer of a high refractive index material, and thereon alternating layers of a colorless low refractive index material and high refractive index material, the difference in refractive indices being at least 0.1, wherein the high refractive index material alternating with the low refractive index material is ZnO , TiO_2 or ZrO_2 .